ABSTRACT OF THE DISCLOSURE

In order to correct the gray level of a liquid crystal display (100), based upon a control signal (21) from a computer (2) for setting an LUT in the liquid crystal display (100), a signal source (3) generates a group of analog RGB signals (11) having values corresponding to various gradients, and gives these to an analog/digital converter (4). Moreover, a luminance meter (1) measures a gray level, for example, the luminance (14), displayed by a liquid crystal display panel (6). Data (15) corresponding to the luminance (14) measured by the luminance meter (1) is given to a computer (2). The computer (2) compares values of the group of RGB signals (11) outputted by the signal source (3) and the value of the data (15), and stores the resulting conversion characteristic (16) in an LUT memory means (5). The application of a rewritable memory, such as a RAM and an EEPROM, as the LUT memory means (5) makes it possible to cancel individual differences in the display characteristic of the display panel, and consequently to obtain a desired gray level. Thus, the relationship between the input signal and the gray level so as to have a desired characteristic is obtained.